

**CORRIGENDUM-1**

**SUBJECT: REQUEST FOR PROPOSAL FOR SELECTION OF MEDIA AGENCY FOR BRANDING, CONTENT STRATEGY, CONTENT CREATION, CONTENT MODERATION AND CHANNEL MANAGEMENT FOR NEW DELHI MUNICIPAL COUNCIL (NDMC)**

**REPLIES TO THE QUERIES RAISED BY THE PROSPECTIVE BIDDERS DURING THE PRE-BID MEETING HELD ON 18<sup>TH</sup> APRIL, 2017 AT 11.00 A.M. AT NDMC COUNCIL ROOM AND QUERIES RECEIVED THROUGH E.MAIL.**

<b>S. No.</b>	<b>RFP Reference (Clause, Page)</b>	<b>Content of RFP requiring clarification</b>	<b>Points of Clarification required</b>	<b>Responses</b>
<b>TSD Corporation Ltd.</b>				
1.	2.1.4 Influencer Marketing-(i) Page 12 of RFP.	Use influencers from society/ social media and invited them to be endorsers.	It is not clear that how many times Influence Campaign is to be carried out, its frequency etc. and who will bear the cost.	NDMC own Brand Ambassador will be used for this activity. However the Content Creation & Strategy Formulation will be the responsibility of the Bidder.  Condition of RFP will prevail.
2.	2.1.6 Media Buying Page 12 of RFP.	All paid media i.e. all promotions through AdWords, SMO, Facebook, online digital ads, website ads and banner ads or be it any other similar digital ads, the cost for the same shall be borne by NDMC.	On what basis NDMC will reimburse the cost. Is there DAVP rates in this regard?	Yes at DAVP Rates and policy framed by them in this regard from time to time. RFP conditions prevails.
3.	Annexure-2, pages 76-78 of RFP.	It was emphasized that it is impossible to manage all the works	No clarification sought	RFP conditions prevail. The work has to be managed within the resources as mentioned in the RFP.

		<p>as per the RFP by three Key Professional for which Financial Rates are being obtained by the NDMC.</p> <p>Ashish Bhat of ORACLE supported the contention of TDS Corporation Ltd. that why only three, it required a lot of professional and why only rates of three professional is being obtained as per BOQ as per Appendix 2. He pointed out for 3 D Video they require professional for which they have to pay substantial professional charges.</p>		
4.	<p>Clause 6.2 TECHNICAL EVALUATION PARAMETERS Page 51.</p>	<p>It was pointed that under 6.2 TECHNICAL EVALUATION PARAMETERS, it has been provided that - Bidder must provide the experience statement as per</p>	<p>It was pointed out that there is no Point 1,2 &amp; 3.</p>	<p>There is no Point 1,2 &amp; 3 and the Footnote be read as: Bidder must provide Experience of handling Campaigns for all type of Channels (for each project) in Form 1.11 only. Further, in Form 1.11 the words {for projects as per Clause 6.2 point (3)} stands deleted.</p>

		Annexure-1 (Form-1.5) for work done for Point-1 and 2 above and as per Annexure-1 (Form-1.11) for work done for Point-3 above.		Annexure-1 (Form-1.5) for work done stands deleted and need not be filled by the Bidders.
<b>M/s Performics India &amp; Centum Advertising:</b>				
5.	Clause 6.1 of the RFP Page 50.	Whether Consortium is eligible to bid?	Clarification was sought regarding eligibility of Consortium for Bidding.	Consortiums are not eligible to bid. RFP condition 6.1 prevails.
<b>Cbigs Advertising:</b>				
6.	Appendix-2 Page 77	Whether remuneration to be quoted month-wise yearly?	No Clarification sought.	To be quoted as per BOQ.
<b>M/s ORACLE</b>				
7.	Clause 2.3.2.7 Pages 26-27	PPC costing is not mentioned. Similarly is the case with Flayers, Banners, Mobile App., Face Book Page, You-Tube Channel.	Costing has been enquired.	Conditions of clause 2.3.2.7 & 2.3.2.8 of RFP will prevail. As provided under clause 2.3.2.8 of RFP, the Bidder shall be re-imbursed the cost of providing/creating Images/Photos /Videos/Audio/Digital Films, Jingles, Posters, Flayers, Short/Documentary/ Training Films and Podcates/ infographics at DAVP Rates.

<b>M/s Prominent Advtg. Services:</b>				
8.	Clause 2.3.2.8 of RFP Page 27.	Is there DAVP rates available for reimbursement of the cost of providing/ creating Images/Photos/ Videos/ Audio/Digital Films, Jingles, Posters, Flayers, Short/Documentary /Training Films and Podcates/Infographics.	In case DAVP rates are not available, as provided under 2.3.2.8, how reimbursement will be made.	RFP conditions prevail. As provided under clause 2.3.2.8 of RFP, the Bidder shall be re-imbursed the cost of providing/creatingImages/Photos /Videos/Audio/Digital Films, Jingles, Posters, Flayers, Short/Documentary/ Training Films and Podcates/ infographics at DAVP Rates.
9.	Clause 2.3.2.6 of RFP- Page 26	If the NDMC has finalized the Response Team on behalf of the NDMC to whom the Bidders Key Persons shall report or otherwise they have to go from Deptt. to Deptt. Is there one Co-ordination Point.	To whom the Key Personnel of the Agency are to be Report.	NDMC will appoint Nodal Agency/ Officer.
<b>Square Brand Commercial Group</b>				
10.	Form 1.10 of RFP -Page 74.	Sh. Harishta Singh representing the Agency stated that Form -1.10: Curriculum Vitae of Proposed Team Members (Key Personnel) provides Sealed with the Common Seal of the New Delhi Municipal Council in the presence of.	It is pointed out that there is some mistake apparent.	It was clarified that the words "Sealed with the Common Seal of the New Delhi Municipal Council in the presence of." stands deleted.

<b>PAMM ADVERTISING</b>				
11.	2.3.2.7 OF RFP Page 26	As provided under 2.3.2.7, the Bidder shall share 33% (Thirty three Percent) of the revenue generated through various advertisements, Flayers, Banners on NDMC Website, Mobile App, Face Book Page, You-Tube Channel.	It is not clear whether it is Margin Share, Gross or Net Revenue share.	RFP conditions prevail. The Bidder will be allowed share of 33% (Thirty three Percent) of the revenue generated through various advertisements, Flayers, Banners on NDMC Website, Mobile App, Face Book Page, You-Tube Channel.
12.	3.11.2 Page 37	It is difficult to achieve the milestone of KPIs as stipulated at 3.11.2 specifically Followers on Social Media of 20,000 during first quarter.	No clarification sought.	RFP conditions prevail. The milestone of KPIs as stipulated at 3.11.2 are to be achieved.
13.	Appendix-2 Page 76-78.	It is also difficult to get trained Man Power continuously for a period of 5 years. Further, Human Resource Cost increase year to year	No clarification sought	RFP conditions prevail. Bidders have to offer their rates considering the terms and conditions of the RFP in totality.

		basis but no provision has been taken in the Price Proposal/Bill of Quantity-Appendix-2.		
14.	Clause 2.1.9 of RFP Page 13.	The Agency wanted to know the details of Warning System as provided under 2.1.9	The Agency wanted to know the details of Warning System.	No clarification sought. However details of Warning System were explained to the Bidders.
<b>CENTUM ADVEFRTISING</b>				
15.	Clause 3.5 of the RFP Pages 28-29	Again clarification was sought, if they are exempted by NSIC would they will be required to deposit the EMD.	Is the exemption of Earnest Money applicable for NSIC empanelled Bidders.	All the Bidders are compulsorily required to deposit the Earnest Money as provided under Clause 3.5 of the RFP on pages 28-29.
<b>PAMM ADVERTISING:</b>				
16.	Form 1.5 of the RFP Page 68 and Form 1.10 of the RFP Pages 73-74	It was pointed out that Form 1.10 and Form 1.5 are the same.	Clarification was sought regarding doubt.	Bidder must provide Experience of handling Campaigns for all type of Channels (for each project) in Form 1.11 only. Further, in Form 1.11 the words {for projects as per Clause 6.2 point (3)} stands deleted.  Annexure-1 (Form-1.5) for work done stands deleted and need not be filled by the Bidders.
17.	Clause 2.1.13 of RFP page 14.	As provided under 2.1.13, whether Technical Staff have to report to the NDMC Nodal Officer and similarly clarification	Clarification was sought regarding doubt.	It was clarified that Key Personnel as provided in the RFP are to report to the NDMC Nodal Officer. However, other Technical Staff/Designer have to come to NDMC as per requirements of the work. 1

		was sought if the Designer have to come to the Nodal Agency of NDMC or not.		
18.	Clause 2.2.1 of the RFP Page 15	As provided under 2.2.1 clarification was sought regarding IVRS for call Centre.	Clarification was sought regarding doubt.	Clarification was provided during pre-bid meeting regarding IVRS.
19.	Clause 2.3.2.8 of the RFP Page 27.	It was stated the language of clause <b>2.3.2.8</b> -NDMC shall make available materials and collaterals like Videos, Print Advertising, Films, Jingles, Posters, Banners to the Successful Bidder for the purpose of leveraging the contents on Social Media. The Bidder shall be re-imbursed the cost of providing/creating Images/Photos /Videos/Audio/Digital Films, Jingles, Posters, Flayers, Short/ Documentary/Training Films and Podcates/ infographics at DAVP Rates, is contradictory.	It was stated that language of clause is contradictory.	The clause should be read as under:  <b>2.3.2.8</b> NDMC shall make available materials and collaterals like Videos, Print Advertising, Films, Jingles, Posters, Banners to the Successful Bidder for the purpose of leveraging the contents on Social Media. In case these Materials are provides by the Bidder, it shall be reimbursed the cost of providing/creating Images/Photos/ Videos/Audio/Digital Films, Jingles, Posters, Flayers, Short/Documentary/ Training Films and Podcates/ infographics at DAVP Rates.

<b>M/s Panchtatia Advertising &amp; Centum Advertising:</b>				
20.		Both the Agencies had a long discussion regarding the scope of work whether it is for Digital Media or Social Media on Digital Media.	The Agencies wanted to know the exact scope of work.	It was explained that the scope of work is engagement of Agency for Social Media on Digital Media.
<b><u>Clarification sought through e.mails</u></b>				
<b>M/s Phoneme Solutions Pvt. Ltd.</b>				
21.	Section 3.5	Earnest Money Deposit	Is there any Exemption applicable for NSIC Empanelled Bidder?	As already clarified at Sl. No. 15 above. All the Bidders are compulsorily required to deposit the Earnest Money as provided under Clause 3.5 of the RFP on pages 28-29.
22.	Section 6.1	Pre-Qualification criteria	The Agency has stated that while the average life cycle of digital marketing process is below 1 year, as such they humbly request the authorities for allowing agencies like them, with less than 3 years of incorporation to participate in the bid, as it will be a fair chance to showcase their expertise & part of a healthy completion.	Under Clause 6.1 of RFP PRE-QUALIFICATION CRITERIA/BASIC ELIGIBILITY CRITERIA at S.No. 1 the Pre-qualification Criteria be read as under: Bidder should be: <ul style="list-style-type: none"> <li>• A company incorporated in India under the Companies Act, 1956/2013 and subsequent amendments thereto.</li> <li>• Registered with the Service Tax Authorities.</li> <li>• VAT/Sales Tax where his business is located.</li> <li>• Income Tax PAN</li> <li>• Operational for a minimum period of 2 (Two) years as on 31st March, 2017 in India.</li> </ul>



<b>M/s Ventures Advertising Private Limited.</b>				
23.	Clause 3.5 of the RFP Pages 28-29	Again clarification was sought that they are MSME with NSIC. Could they get exception from EMD payment???	Could they get exception for EMD Payment???	All the Bidders are compulsorily required to deposit the Earnest Money as provided under Clause 3.5 of the RFP on pages 28-29.
<b>M/s TSD Corporation Limited</b>				
24.	Section 2.1.4 Page 12	Use Influencers from society/social media and invited them to be endorsers.	Who will bear the cost of Influencer marketing? Agency or NDMC.	NDMC own Brand Ambassador will be used for this activity. However the Content Creation & Strategy Formulation will be the responsibility of the Bidder.  Condition of RFP will prevail.
25.	Section 2.1.5 Page 12	The agency must formulate and operationalize viral projects for NDMC that will provide maximum brand impact in minimal time. For this purpose, the agency must create effective viral messages, designs/creatives for social media sites, internet/You Tube.	Who will bear the cost of Influencer marketing? Agency or NDMC.	Condition 2.3.2.8 of RFP will prevail. As provided under clause 2.3.2.8 of RFP, the Bidder shall be re-imbursed the cost of providing/creating Images/Photos /Videos/Audio/Digital Films, Jingles, Posters, Flayers, Short/Documentary/ Training Films and Podcates/ infographics at DAVP Rates.
26.	Section 2.1.8 (iii), Page 13.	Use effective third party. Tracking tools	Who will bear the cost of Influencer marketing?	This will be the part of the scope of the work to be borne by the Bidder. Please

		to track the progress of each network.	Agency or NDMC.	refer to Clause 2.1.12 Condition of RFP.
27.	Section 2.1.9, Page 13	The agency will be expected to employ an Early Warning System as part of software being used for Social Media, which will monitor various platforms and detect abnormalities, segregate activities into problematic and non-problematic based on various keywords and give an informed forecast. Based on above forecasting and signaling, incidences should be highlighted, which may have a negative impact on NDMC.	Who will bear the cost of Influencer marketing? Agency or NDMC.	This will be the part of the scope of the work to be borne by the Bidder. Please refer to Clause 2.1.12 Condition of RFP.
28.	Section 2.2.1 (Table), Page 15	<b>Mobile App -</b> Content Creation, Content Response, Content Moderation, SMS/Email Campaign Management  <b>IVRS For Call</b>	Is development of Mobile App by an agency also included?	No. Development of Mobile App is not included. Please refer to Clause 2.2.3 and Mobile App thereunder.

		<b>Centers-</b>		
		Content Creation		
29.	Section 2.2.1 , Page 16	<ul style="list-style-type: none"> <li>• Jingles</li> <li>• Posters/Flyers</li> <li>• Short Films/Documentaries</li> <li>• Training Films</li> </ul>	What will be quantity per month and annually?	This will be as per the requirements for various Campaigns.
30.	Section 2.2.3, Page 18 (Other Content to be produced is: Gamification)	Some tasks could be assigned certain credit hours and well-defined timelines for execution by the citizens. These could be individual tasks or group tasks. Successful accomplishment of each task will lead to Awards/Prizes/Suitable incentives for citizens based on the Department's task definition. The submitted tasks would be subjected to Public Review/Group Members (Social Audit) as well as moderation and acceptance of ideas / tasks by NDMC	What will be quantity of gamification per month and annually?	This will be as per the requirements for various Campaigns.

		Departments. Various stages of tasks could be captured.		
31.	Section 2.3.1, Page 20	To finalize the Brand strategy and action plan, Digital media agency to conduct necessary workshops with NDMC key stakeholders for their agreement. Public Relations plan to be a part of the overall strategy plan.	Where will this workshop be conducted?	This will be at the NDMC Headquarter/Premises.
32.	Section 2.3.1, Page 20	To finalize the Brand strategy and action plan, Digital media agency to conduct necessary workshops with NDMC key stakeholders for their agreement. Public Relations plan to be a part of the overall strategy plan.	Who will bear the cost (manpower cost, additional cost and any other costs relevant)/	This is as per the scope of work as provided under Clause 2.3.1 Page 20 of RFP.
33.	Section 2.3.2.2, Page 23	<b>LIVE</b>	Who will bear the cost for LIVE production throughout? Agency or NDMC.	This is as per the scope of the work as provided under Clause 2.3.2.2 of the RFP Pages 22-23. The Bidder shall be reimbursed the cost as per the Clause 2.3.2.8 at DAVP Rates.
34.	Section 2.3.2.3, Page 24	<b>User generated content Moderation</b>	Who will bear the cost? Agency or NDMC?	This is as per the Scope of the work as provided under RFP.

		<p><b>Types</b></p> <p>The agency should be responsible for online reputation management and social listening. The agency should respond to the negative articles/news related to NDMC and other sister concerns of NDMC after consultation with NDMC.●</p>		
35.	Section 2.2.3, Page 17.	<p>NDMC Social Media:</p> <p><b>Facebook</b></p> <p>Featured Facebook pages (E.g. NDMC) existing or to be created are to be maintained wherein all audio visual media, interviews, digital films etc. may be posted.</p>	How will we define the cost of Facebook as it is ambiguous in nature. How can one assess the revenue generated as on Google and Youtube are paid. Please clarify.	This will be regulated as per the Clause 2.3.2.7 –Advertisements of RFP.
<b>M/s ORACLE India Pvt. Ltd.</b>				
36.	Page 17, Web Portal	NDMC has a public portal. The content around all these features will be the	Whether Digital Media Agency will build the envisaged features in the Web Portal?	This is as per the scope of work to be done by the Bidder/Agency. Please refer to Pages 17-18 of RFP.

	<p>responsibility of the 'Digital Media partner'. The envisaged features are:</p> <ol style="list-style-type: none"><li>1. User Management: It is expected that the portal would have a registration mechanism for users/ citizens in order to give a personalized experience.</li><li>2. Do: where citizens can do various tasks like "Design a logo" for an upcoming competition etc. The portal should be compatible with various media forms like image, video, documents etc.</li><li>3. Discuss: where citizens can give their opinion on ongoing discussions/ threads.</li><li>4. Poll: where citizens can vote for a particular idea/topic</li></ol>		
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		<p>5. Talk: where citizens can submit their idea for next community hall Meeting etc. .</p> <p>6. Blog: where citizens can submit their views on NDMC in general.</p>		
37.	Page 18, Gamification	<p>Gamification: Some tasks could be assigned certain credit hours and well-defined timelines for execution by the citizens. These could be individual tasks or group tasks. Successful accomplishment of each task will lead to Awards/Prizes/ Suitable incentives for citizens based on the Department's task definition. The submitted tasks would be subjected to Public Review/Group Members (Social Audit) as well as moderation and</p>	What would be the role of Digital Media Agency in Gamification?	The role of the Digital Media Agency shall be to Generate, Conduct and Co-ordinate as per the scope of the work.

		acceptance of ideas / tasks by NDMC Departments. Various stages of tasks could be captured.		
38.	Page 21, 2.3.2.1 Content Strategy	In order to appeal to the masses, it is proposed that the content will be designed to cater to the entire spectrum of audiences in multiple languages- English, Hindi.	Do we need to listen to the social media in both English and Hindi Languages, because if we publish in hindi language, then people will respond also in hindi language	Yes both in Hindi and English.
39.	Page 24, Recommended Approach for Content Moderation for NDMC.	The UGC would be generated from various sources such as: Mobiles, Computers, cameras, web cams, existing web content.	Are citizens expected to respond from various sources on Social Media and Web Portal only, or at some other places as well?	Citizens are expected to respond on Social Media/Web Portal.
40.	Page 25, 2.3.2.5 Public Relations.	The agency will carry out regular workshops on a periodic basis in order to do on-ground citizen engagement.	How often these workshops are expected in a month? How many people are expected to participate from Digital Media Agency for every workshop?	This will be as per the requirements of the NDMC.
41.	Page 26, 2.3.2.6 Channel Management.	For feedback management from citizens, Digital media agency is expected to work with the Complaint	Is there a need to have a social helpdesk using which digital media agency and complaint management team can respond to the citizen	Yes this will be as per the scope of the work as per the RFP.



		Management team of NDMC to provide feedback/comments/ appropriate reply on incoming negative sentiments from citizens.	<p>concerns/queries/complaints?</p> <p>Would you also like the automated routing of the tickets to the concerned person queues, based on their skill, time and availability.</p> <p>Also whether feedback/complaints can be gathered from social media and web portal both or there would be some more channels as well?</p>	
42.	Page no. 25, 2.3.2.5 Public Relations.	Analyze discussion threads and create a summary for NDMC.	Do you also need the analysis/semantic analysis of the messages or posts or discussions happening on the web portal	Yes.
43.	Page 13, 2.1.8 Monitoring and Reporting	Use effective third party tracking tools to track the progress of each network.	What kind of tracking you would like to measure, similar to Google Analytics for network traffic or social media effectiveness in its reach.	The Bidder shall advise on the Tools.
<b>M/s Centum Advertising &amp; Marketing Pvt. Ltd.</b>				

44.	Page No. 51 Section 6.2: Technical Evaluation Parameters.	<p>1. <b>Relevant Experience in Digital Marketing in last 3 years:</b></p> <p><b>Note: Point 4:</b>Bidder must provide the experience statement as per Annexure-1 (Form 1.5) for work done for <b>Point-1 and 2 above</b> and as per Annexure-1 (Form 1.11) for work done for <b>Point 3 above</b></p>	<p>a) As already pointed out during pre bid meeting, <b>kindly clarify about point1, 2 and 3 as mentioned in Note 3.</b></p> <p><b>b) Annexure-1 Form 1.5 and Form 1.11:</b> It seems there is duplicacy in both above forms. Kindly indicate its correctness.</p>	<p>There is no Point 1,2 &amp; 3 and the Footnote be read as: Bidder must provide Experience of handling Campaigns for all type of Channels (for each project) in Form 1.11 only. Further, in Form 1.11 the words {for projects as per Clause 6.2 point (3)} stands deleted.</p> <p>Annexure-1 (Form-1.5) for work done stands deleted and need not be filled by the Bidders.</p>
45.	Page No. 65 Form 1.4: Financial Capability Statement.	<p><b>Enclosure:</b> 1. Copy of latest Audited Annual Report for last three years as applicable or as per Financial Year/Calendar Year followed by the bidder firm</p>	<p>We would like to know whether complete audited annual report is required OR Balance Sheet and Profit &amp; Loss Account <b>only</b> for the last three years. <b>Our question</b> is since it is online submission and uploading of all pages of annual report will be too heavy.</p>	<p>Balance Sheet and Profit &amp; Loss Account <b>only</b> duly Signed and Sealed by the statutory auditor as per the requirements of Form 1.1: Financial Capability Statement needs to be uploaded. The other requirements of Form 1.1 will remain unchanged.</p>
46.	Page No. 14 2.1.13	Deployment of Qualified and Trained Manpower on regular basis for NDMC	After how long can we hire a new person for our team at NDMC if we wish to make changes to the team in future.	This will require NDMC's approval as provided under Clause 3.10 and Sub-Clauses thereunder of TERMS OF CONTRACT.

47.	Page No. 15 Point No. :2.2.1	Branding, content strategy, content moderation and channel management for NDMC Digital Media Project	Rates of digital video content differ depending upon the kind of video to be made, the length on the content and the video and its format. <b>Are there any guidelines regarding that?</b>	This will be regulated as per the DAVP rates and policy as framed by them.
48.	Page No. 27 <b>Point No. 2.3.2.8</b>	NDMC shall make available materials and collaterals like videos, print advertising, films, jingles, posters, banners to the successful bidder for the purpose of leveraging the contents on social media. The bidder shall be reimbursed the cost of providing/ creating images/photos/videos/ audios/ digital films, jingles, posters, flyers, short / documentary/training films and podcasts/ info graphics at DAVP rates	<b>Are digital films and media to be made at DAVP rates?</b>	Yes at DAVP Rates.
49.	Page No. 37 <b>Point No. 3.11.2</b>	Key Performance Indicators (KPIs):	KPIs for each platform are different. Getting followers on each social media	This will be regulated as per the Clause 3.11.2 of the RFP Pages 37 & 38.

		Point No. 3 to 6: <b>Followers on Social Media</b>	platform differs from one another, And so do rates differ. Could you please elaborate a more bifurcating between the platforms and your expectation from each platform keeping in mind their individual guidelines.	
<b>M/s Phoneme Solutions Pvt. Ltd.</b>				
50.	Section 2.3.2.7.	Advertisements	In case the agency uses various social channels to promote NDMC. There will be cost incurred for promotion at each media. For eg. PPC to target audience using Adwords, for this adwords account has to be created and on every click at the link of NDMC by user will have to be paid to Adwords. How will this cost be reimbursed?	NDMC shall reimburse the actual cost on submission of proof of Invoice and other documents. However, the Bidder has to seek NDMC approval before incurring such expenditure.
51.	Appendix Form 1.10	Curriculum Vitae of Proposed Members Personel) Team (Key	At the end of the form it states that this has to be stamped by NDMC. Do we have to come to your office before this is to be submitted.	The words at the end of Appendix Form 1.10 of RFP "Sealed with the Common Seal of the New Delhi Municipal Council in the presence of 1. 2. Authorized Persons of NDMC" stands deleted.

52.	Appendix Form 1.5 and 1.11	Experience Statement.	Both the forms have same purpose and the information submitted is more or less same. Form 1.11 has more details to be filled. Do we have to fill both the forms?	Bidder must provide Experience of handling Campaigns for all type of Channels (for each project) in Form 1.11 only. Further, in Form 1.11 the words {for projects as per Clause 6.2 point (3)} stands deleted.  Annexure-1 (Form-1.5) for work done stands deleted and need not be filled by the Bidders.
53.	Section 3.5	Earnest Money Deposit	NSIC allows the companies empanelled with them to bid for government project and also avail exemption from depositing EMD. Is there any Exemption applicable for NSIC Empanelled Bidder? Please refer attached our certificate of empanelment & kindly find below a link of NSIC which explain the same: <a href="http://www.nsic.co.in/gp.asp">http://www.nsic.co.in/gp.asp</a>	All the Bidders are compulsorily required to deposit the Earnest Money as provided under Clause 3.5 of the RFP on pages 28-29.
54.	Section 6.1	Pre-Qualification Criteria	As digital marketing has come into a significant demand from a recent past with over 4-5 years. Due to which most of the digital marketing agencies have	Under Clause 6.1 of RFP PRE-QUALIFICATION CRITERIA/BASIC ELIGIBILITY CRITERIA at S.No. 1 the Pre-qualification Criteria be read as under: Bidder should be:

			<p>been able to gain traction in local market during this short span only. While the average life cycle of digital marketing process is below 1 year, we would like to humbly request the authorities for allowing agencies like us, with less than 3 years of incorporation to participate in the bid, as it will be a fair chance to showcase our expertise &amp; part of a healthy competition.</p>	<ul style="list-style-type: none"> <li>• A company incorporated in India under the Companies Act, 1956/2013 and subsequent amendments thereto.</li> <li>• Registered with the Service Tax Authorities.</li> <li>• VAT/Sales Tax where his business is located.</li> <li>• Income Tax PAN</li> <li>• Operational for a minimum period of 2 (Two) years as on 31st March, 2017 in India.</li> </ul>
<b>Prominnet Advertising Services</b>				
55.	Refer point 2.3.2.8 Page-27	NDMC shall make available materials ..... The bidder shall be re-imbursed the cost of providing/creating/ ..... At DAVP RATES	DAVP rates would be made available by the NDMC; and anything which is not covered in the DAVP rate card Or doesn't come under the provision of DAVP Rate Card would be allowed as per the actual cost.	This will be regulated as per the provision of Clause 2.3.2.8 of the RFP Page 27.
56.	Refer point 3.10.9 Page-32	Intellectual Property Rights ..... .....	Cost incurred in managing relevant Copy-rights Notices in the name of NDMC to safeguard the intellectual property rights will be bear by the NDMC	This will be regulated as per the Clauses 2.3.2.8 and 3.10.9 of the RFP.

57.	Refer point 5.10 Page-49	Firm Prices	Bidding Cost & if any additional cost incur will it paid on the monthly basis? & also, will it get paid under single Head / single window? to the Agency	Bidding Cost is to be borne by the Bidder. Additional Cost incurred will be reimbursed on monthly basis by the concerned Nodal Officer after his satisfaction.
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**NOTE:**

1. The Bidder should positively ensure that the minutes of the pre-bid meeting as above, duly signed by the authorized person of the Bidder should be up-loaded on the e. procurement portal of Govt. of NCT of Delhi <http://govtprocurement.delhi.gov.in> alongwith technical bid failing which, NDMC reserves the right to reject the proposal considering it non-responsive as provided under 7.2 of the RFP for Evaluation of Technical Bid/Proposal.

2. The other terms and conditions of the RFP remain un-changed and due date, time and place for online submission of Bids is 24<sup>th</sup> April, 2017 at 4.00 P.M. Tender Notice alongwith detailed terms and conditions can be viewed and downloaded by the Bidders from NDMC website [www.ndmc.gov.in](http://www.ndmc.gov.in) & e.procurement website of GNCTD <https://govtprocurement.delhi.gov.in> till 15.00 P.M. on 24<sup>th</sup> April, 2017.